

IN THE CLAIMS

Please amend the claims as follows:

1-4. (Canceled)

5. (Currently Amended) An apparatus for providing ~~additional services for~~ televisual programs ~~to be distributed by broadcasting~~, comprising:

~~a personal authentication unit arranged at a portion where a finger of a viewer comes into contact with a remote controller;~~

an electronic program guide (EPG) generation unit configured to generate an EPG in which televisual programs to be provided are classified into ~~classified~~ categories ~~based on viewer features according to tastes of users to allow selection of a televisual program in accordance with the classified categories based on viewer features~~; and

~~an update unit configured to update the EPG on the basis of a similarity between televisual programs selected by the users,~~

~~wherein said update unit comprises:~~

~~means for collecting~~ a similarity calculating unit configured to (1) collect (i) keywords representing contents of the televisual programs viewed by viewers and (ii) contents of transactions for goods purchased by the viewers through virtual shops on the Internet, (2) calculate (i) a user profile based on the collected contents of transactions and (ii) the collected keywords, (3) obtain a similarity of a user profile between the viewers, and (4) send a recommended program to a first viewer, the recommended program being a televisual program which is watched by a second viewer, but not watched by the first viewer, the user profile of the second viewer being most similar to the user profile of the first viewer and for adding televisual programs from other than a classified category, based on viewer features selected by another user having a taste similar to that of a user, to the EPG to be commonly

~~provided to all the users, on the basis of the similarity between the tastes of the user and a televisual program.~~

6-8. (Canceled)

9. (Currently Amended) An apparatus according to claim 5, wherein said similarity calculating unit analyzes ~~update unit comprises:~~

~~means for analyzing~~ a closed caption of the television programs to extract the keywords ~~a keyword~~ representing a feature of contents of a televisual program, thereby calculating the similarity.

10. (Currently Amended) An apparatus according to claim 5, wherein said similarity calculating unit recognizes ~~update unit comprises:~~

~~means for recognizing~~ audio data of the televisual programs, converts in a transmission signal of a televisual program, for converting the audio data into a text, and extracts the keywords ~~for extracting a keyword~~ representing a feature of contents of the televisual program from the text, thereby calculating the similarity.

11. (Currently Amended) An apparatus according to claim 5, wherein said similarity calculating unit analyzes ~~update unit comprises:~~

~~means for analyzing~~ video data of the televisual programs, calculates ~~for calculating~~ an appearance time of each performer, and ~~for accumulating~~ accumulates a numerical value corresponding to the appearance time of the performer in place of the keywords ~~a keyword~~ representing a feature of contents of a televisual program to calculate a weight coefficient of the performer, thereby calculating the similarity.

12. (Canceled)

13. (Currently Amended) A system for providing televisual programs additional services, comprising:

an apparatus for providing televisual programs according to claim 5; additional services, including:

an audiovisual apparatus configured to present the provided televisual programs;

a personal authentication unit arranged at a portion of a remote controller of the presenting device with which where a finger of a viewer comes into contact ~~with a remote controller;~~

~~electronic program guide (EPG) generation unit configured to generate an EPG in which televisual programs to be provided are classified into classified categories based on viewer features according to tastes of users to allow selection of a televisual program in accordance with the classified categories based on viewer features; and~~

~~an update unit configured to update the EPG on the basis of a similarity between televisual programs selected by the users;~~

~~wherein said update unit comprises:~~

~~means for collecting contents of transactions for goods purchased through virtual shops on the Internet and for adding televisual programs from other than a classified category, based on viewer features selected by another user having a taste similar to that of a user, to the EPG to be commonly provided to all the users, on the basis of the similarity between the tastes of the user and a televisual program; and~~

[[an]] wherein the audiovisual apparatus for presenting televisual programs, including includes:

a reception unit configured to receive the EPG generated by the EPG generation unit ~~provided from said apparatus for providing additional services, together with contents information of the televisual program or independently of the contents information;~~

a generation unit configured to generate a program selection window for causing a ~~[[user]]~~ the viewer to select a desired program ~~in accordance with the classified categories~~ based on a result of authentication by the personal authentication unit and viewer features on the basis of the EPG received by said reception unit; and

a selection unit configured to cause the ~~[[user]]~~ viewer to select a televisual program to be reproduced or recorded from the program selection window.

14-18. (Canceled)

19. (New) The apparatus according to claim 13, wherein said similarity calculating unit analyzes a closed caption of the television programs to extract the keywords.

20. (New) The apparatus according to claim 13, wherein said similarity calculating unit recognizes audio data of the televisual programs, converts the audio data into a text, and extracts the keywords.

21. (New) The apparatus according to claim 13, wherein said similarity calculating unit analyzes video data of the televisual programs, calculates an appearance time of each performer, and accumulates a numerical value corresponding to the appearance time of the performer in place of the keywords to calculate the similarity.

22. (New) A computer readable medium encoded with instructions which, when executed by a computer, cause the computer to execute a method of processing a plurality of information items including a set of information items including primarily text information, the method comprising:

generating an EPG in which televisual programs to be provided are classified into categories; and

collecting keywords representing contents of the televisual programs viewed by viewers, and contents of transactions for goods purchased by the viewers through virtual shops on the Internet;

calculating a user profile based on the collected contents of transactions and the collected keywords;

obtaining a similarity of a user profile between the viewers; and

sending a recommended program to a first viewer, the recommended program being a televisual program that is watched by a second viewer, but not watched by the first viewer, the user profile of the second viewer being most similar to the user profile of the first viewer.

23. (New) The computer-readable storage medium of Claim 22, the method further comprising:

receiving the generated EPG;

generating a program selection window for causing a viewer to select a desired program based on a result of authentication by a personal authentication unit and the EPG received in the receiving step; and

allowing the viewer to select a televisual program to be reproduced or recorded from the program selection window.